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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

U. S. DEPT. OF AGRICULTURE

NATIONAL AGRICULTURAL LIBRARY

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NOVEMBER 1962

CURRENT SERIAL RECORDS

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Grapes

Apples • Pears

Cranberries • Turkeys

Maine Sardines • Potatoes

Dried Beans & Peas • Broiler-Fryers

Frozen Orange Juice • Evaporated Milk

Vegetable Shortening • Rolled Oats

The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

Merchandising Opportunities

FOR FOOD STAMP PROGRAM AREAS

TURKEY. . . Take advantage of the bountiful supplies of turkeys which will be available all through the month. Key your November buy-lines to this natural merchandising aid--for that is just what turkeys are--let them help you sell all the other components of well rounded diets as suggested in this Food Guide. Create back-to-back displays which tie-in the other foods--post the buying guide given on the back of this bulletin above the turkeys. Use the menus and recipes to point up the different ways turkey can be served in low-cost nutritious menus. Traditional Thanksgiving dinner plans will set the sales pace during the last week in the month, but it will take smart merchandising to keep sales at an even keel through this period. So plan now to jump aboard the turkey bandwagon November 1, using these sales cues:

"Everyday is Turkeyday"--"November is Turkey Time"--
"Turkey-budget stretching and Menu Perfect."

CRANBERRIES. The new crop of just-picked bright red cranberries are perfect mates for the abundant supplies of turkeys and broiler-fryers, so be sure to allow room in the poultry section for tie-in sales-sparking rows of these tasty berries. Eye-catching displays of fresh cranberries are a "must" in the produce section, too. In your ads and on a display case poster feature "Fresh Cranberries for Sauce", complete with this recipe: Combine 4 parts washed fresh cranberries with 2 parts each sugar and water, bring to boil, cook 'til berries "pop" and the sauce is ready to serve.

SALES CUES: "Cranberries--The Menu Perker-Upper"--
"Gay Color- magic flavor"--"Fresh, tart and so-o-o-o
tempting"--"A Thanksgiving Duet-Turkeys and Cranberries."

FROZEN ORANGE JUICE. The big industry promotional push is going full swing right now, so be sure to direct attention of this important item to food coupon users. Display 3 and 6-can paks of this sunshine bright fare where they can be seen and easily selected. Suggest to your customers that they marinate freshly cut pears and apples in frozen orange juice to keep them just-cut bright (it adds a delightful flavor surprise, too).

SALES CUES. "Start the day right - drink Frozen Orange Juice"--"Frozen Orange Juice - Sunshine Sale."

BROILER-FRYERS. Meal-time appealing broiler-, fryers sell themselves when displayed in abundant array in sparkling clean cases. Whole birds to meet the needs of smaller families who want a chicken for roasting. . .halved broilers to meet barbecue and broiler whims. . .disjointed birds for budget-minded food coupon shoppers who crave some "lip-smacking" good fried chicken. . .and an assortment of neatly packaged cut-up parts for use in soups, stews and casseroles.

SALES CUES: "Broiler-fryers - packaged to please"--"Lip-smacking good Frying Chickens".

VEGETABLE SHORTENING. Holiday time is just around the corner. So begin early in the month to key your baking goods shelf to meet the demands of the season. Feature vegetable shortening in easy-to-spot locations alongside all the other "goodies" which homemakers will be using to fashion holiday time pies, breads and rolls. Highlight the all-purpose cooking, baking and frying features of vegetable shortening.

SALES CUES: "Vegetable Shortening for Golden Brown Fried Fare"--"Vegetable Shortening- For Holiday Baked Goodies."

NOVEMBER 1962

**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Evaporated Milk

**Broiler-Fryers • Turkeys
Dried Beans & Peas
Maine Sardines**

**Frozen Orange Juice
Pears • Grapes • Apples
Potatoes • Cranberries**

Rolled Oats

Vegetable Shortening

VARIETY is the KEY

APPLES. The bounty of apples which you will be highlighting in your produce area will move swiftly if you label them as to use. Tart green apples for pies, sauce and cobblers; Rome Beauties for baking; Delicious for eating (as is) and for use in salads and fruit dishes; and Jonathons for all-round apple eating and cooking. These are only a sampling of the varieties which you will be highlighting during the winter months but the idea is the same--help sell those apples by giving your customers a menu-sparking use idea.

SALES CUES: "Apples with Appeal"--"Hot Apple Pie - the Family Favorite"--"Apples for Lunches and Snacks".

GRAPES. Flame Tokays and Emperor grapes are in abundance now, and at their peak of quality and flavorful goodness. Display these colorful beauties to advantage, carefully resting large clusters atop crisp separating papers. Not only will sales increase--the finger-handling loss will be decreased.

SALES CUES: "A Galaxy of Grapes"--"Colorful Grapes 'N Cottage Cheese - a Perfect Salad Combo."

FRESH PEARS. Winter pears will be joining the Bartletts during November. Winter pears can be effectively promoted for eating as is, or for baking into tempting treats. Keep fresh pear displays fresh-picked perfect. Pre-packaged pears protect against bruises and nicks caused by over-handling. But many people like to pick out their own, so for "pick and choosers," nestle the pears into colorful shredded paper beds, or wrap in protective squares of paper.

SALES CUES: "Fresh Pears - Finest Eating Ever"--"Fresh Pears - Buttery Smooth, Flavorful and Juicy"

POTATOES. You can inspire greater spud sales throughout the month by featuring a combination of displays, pre-packaged and jumbled, separated by colorful dividers and labeled as all-purpose and baking. Potatoes naturally sell other foods, for they are most companionable. So cross-sell evaporated milk for gravies, cheese for au gratin potatoes, sour cream and margarine for bakers, vegetable shortening for fried potatoes.

SALES CUES: "Potatoes that Please"--"Spud Spectacular"--"It's Potato Soup Weather."

MAINE SARDINES. Much of this year's abundant supply of Marine sardines has been canned and is now ready to reclaim the shelf space lost last year due to the short 1961 crop. Focus attention upon this tasty, economical item by giving it key treatment in your weekly food ads--use a colorful placard to point out its "new" shelf location, or go all-out and create a jumbled end-of-aisle display with a canape top that suggests such uses as for sandwiches, salads, quick snacks, good lunchbox items, french fried specials.

SALES CUES: "Maine Sardines - most scrumptious"--"Maine Sardines - snack, salad and sandwich time perfect."

DRIED PEAS AND BEANS. Pea beans, pintos, baby limas and black-eyed peas lead the list of dried pea and bean varieties now in abundant supply. Regional preferences will dictate which varieties are given the most shelf space--but be sure to include all varieties to insure meeting the taste desires of all your "penny-watching" coupon- shopping trade. Take advantage of the versatility of dried peas and beans and use tie-in recipe suggestions whenever possible. . .neatly printed posters mentioning beans for baking, peas for soup, and bean casseroles. . .may be all it takes to instill a desire for this fare and to add a sale.

SALES CUES: "Split Pea Soup Time"--"Beans for Baking"--"Dried Pea and Bean Bonanza"

EVAPORATED MILK. November is the time when sales of this all-round favorite item should increase, for it's a natural ingredient for heavier autumn meals. Attract attention to the displays with large arrows which carry the evaporated milk message of versatility, convenience, concentrated goodness, sauce perfect, gravy smooth, pie-mate, white sauce magic.

SALES CUES: "Evaporated Milk - Concentrated convenience"--"Evaporated Milk - the easy way to nutritional goodness."

ROLLED OATS. Use a duo-pitched sales approach to sell this winter-time favorite food--as a hot breakfast food and as an all-round baking ingredient. Team up packages of rolled oats and evaporated milk for a breakfast package. Locate rolled oat displays near the baking section to stimulate use in cookies. Spark ads with a suggestion for Cranberry Oatmeal Cookies - (fold chopped fresh cranberries into favorite oatmeal cookie batter and bake as usual.)

SALES CUES: "Oatmeal for Goodness Sake"--"Oatmeal Cookies - anytime treat".

HOW MUCH TURKEY TO BUY

Buy your Thanksgiving turkey wisely, plan on serving roast turkey for Thanksgiving dinner, then use leftover turkey meat and gravy (keep refrigerated and well-chilled until reheating or serving time) additional low-cost, nutritious and delicious meals.

Ready-to-cook turkey by the pounds	Provides this many average servings
4 to 10	4 to 8
10 to 20	8 to 12
20 to 30	12 to 16
30 to 40	16 to 20
40 to 50	20 to 24

TURKEY NOODLE SCALLOP

1/4 cup chopped onion	1/2 cup canned peas, drained.
3 cups medium white sauce	2 cups diced cooked turkey
3 cups cooked noodles (6-ounce package)	1/2 cup grated cheese buttered bread crumbs

Add onion to white sauce. In turn, place layers of noodles, peas, turkey, cheese and sauce in greased baking dish. Sprinkle crumbs over top. Brown at 400° F. (hot oven) about 20 minutes or until sauce starts to bubble through crumbs. 8 servings.

MENU OF THE MONTH

Roast turkey with
dressing Giblet gravy
Mashed potatoes
Cranberry sauce Cole slaw
Bread and margarine
Milk
Apple Pie

RECIPE OF THE MONTH

TURKEY DUMPLINGS

1-1/2 cups sifted flour	1 cup milk
4 teaspoons baking powder	1 egg, beaten
1 teaspoon salt	about 3 cups thin turkey gravy or broth
2-1/2 cups finely chopped cooked turkey	

Sift flour, baking powder and salt together. Add turkey and mix thoroughly. Add milk to egg and stir into turkey and flour mixture. Heat gravy in deep pan, when gravy boils, drop mixture into it by spoonfuls. Cover tightly at once. Cook about 15 minutes. DO NOT remove cover at any time during cooking or dumplings will become soggy. 10 medium-sized dumplings.

